

Subject: Street Vending Hearing 10/27
Date: Monday, October 26, 2015 at 9:44:29 AM Pacific Daylight Time
From: Jessica Borek
To: Jessica Borek
Attachments: FACT SHEET.pdf

Good Morning!

This is a friendly reminder about tomorrow's 1 pm hearing on street vending at L.A. City Hall. If you're able to join us, please [RSVP by clicking here](#).

I also wanted to share this recent article about three potential scenarios for the council to consider:

[Los Angeles outlines 3 possible approaches to legal street vending program](#) (KPCC) October 26

A [new city report](#) that looks at possibilities for [legalized street vending](#) in Los Angeles outlines three different scenarios.

The choices: a citywide street vending program, specific street vending districts, or a combination of the two that lets different communities decide how they want to manage street vending. One other choice? To maintain the status quo, which prohibits sidewalk vending in L.A.

Since last year, city officials have been [debating an ordinance](#) to would legalize street vending. Over the past several months, city officials [held public forums](#) to gather input from residents. That's included in the report, filed Wednesday by the city's Chief Legislative Analyst.

We'll meet at the public entrance at 12:30 and will help direct folks upstairs to our group. Attached and below are some of our coalition's talking points, but please feel free to tailor to your organization or group.

Street vending should only be allowed where there's community support and fully funded, effective enforcement to ensure small businesses and vendors who follow the rules can prosper.

- *Adopting best practices from other cities street vending will ensure LA's small biz & street vendors who follow the rules can thrive. LA should have vending zones only in commercial areas where 20% of businesses have agreed and with permission from the storefront where the vendor wishes to locate. Hours of operation, locations, etc. should be regulated.*
- *Enforcement must be fully funded and effective: Street vending program should pay for itself and enforcement should be available 24/7. Permits, health inspections and other requirements must be enacted to protect public health and safety.*

Please don't hesitate to reach out with any questions or concerns.

Thanks,
Jessica

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Jessica Borek

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From: Jessica Borek <Jessica@rodriguezstrategies.com>
Date: Wednesday, October 21, 2015 at 9:44 AM
To: Jessica Borek <Jessica@rodriguezstrategies.com>
Subject: Street Vending Hearing 10/27

Good Morning,

Although the Chief Legislative Office has not yet released an updated street vending framework, the Economic Development Committee has set a hearing to discuss it on Tuesday, October 27.

Our grassroots coalition has now grown to over 1,100 mom and pop businesses across the city. While this won't be the only opportunity to speak on the issue, we'd like to present a strong showing from our coalition members and supporting groups. I hope you can join us as we advocate for an opt-in system with community-supported zones that is regulated and fully enforced.

Tuesday, October 27 at 1:00 PM
Los Angeles City Hall, Council Chambers, 3rd Floor
200 N Spring St.
[RSVP](#)

If you can join us, please [RSVP by clicking here](#), or responding to me directly.

Please don't hesitate to reach out with any questions or concerns. I look forward to connecting with you soon!

Best,
Jessica
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